

Message Text

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ACTION COME-00

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O R 211629Z JUN 74 ZFF-4

FM AMEMBASSY QUITO

TO SECSTATE WASHDC IMMEDIATE 1490

INFO AMEMBASSY CARACAS

AMEMBASSY LIMA

AMCONSUL GUAYAQUIL

UNCLAS QUITO 4145

FOR: COMMERCE/BIC/IOM/MRD

E.O. 11652: N/A

TAGS: BEXP, EC, PE

SUBJECT: MARKET RESEARCH SURVEYS - ECUADOR AND PERU

REF: A) STATE 123124; B) STATE 129970

1. BIDS WERE RECEIVED FROM ALL 5 FIRMS INVITED TO BID. SUMMARY
OF THE COMPANIES' PROPOSALS AS FOLLOWS:

2. ARTHUR D. LITTLE (ADL)

(A) ECUADOR, US\$24,500

(B) PERU, US\$24,500

(C) BOTH COUNTRIES US\$48,500

(D) INDICATES CAN COMPLY WITH ALL SPECS, CONDITIONS, DEADLINE.

(E) QUALIFICATIONS: INTERNATIONALLY KNOWN U.S. FIRM CURRENTLY
ASSISTING ECUADOREAN NATIONAL FINANCE CORPORATION AND MINISTRY
OF COMMERCE AND INDUSTRY UNDER USAID CONTRACT. ECUADOREAN
ASSOCIATE CONSULTANT FIRM HAS APPROXIMATELY FIVE YEARS EXPERIENCE
IN LATIN AMERICA, WOULD ASSIST ADL IN PERU. ADL WOULD ALSO SEEK
THE ASSISTANCE OF PERUVIAN ASSOCIATE FIRM.

3. ASESORES TECNICOS INDUSTRIALES

(A) ECUADOR ONLY, U.S.\$22,885

(B) INDICATES ADHERENCE TO ALL SPECS, CONDITIONS, AND DEADLINE.

(C) QUALIFICATIONS: CLAIMS TO HAVE CONDUCTED ABOUT 110 FEASIBILITY

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AND MARKET RESEARCH STUDIES, BUT THESE WHILE PRINCIPALS WERE

EMPLOYEES OF CENDES, GOE AGENCY WHICH CONDUCTS FEASIBILITY STUDIES. STUDIES CONDUCTED AS PRIVATE FIRM LIMITED TO THREE FIRMS AND CONSIST OF MARKET RESEARCH.

4. CONSULTORES ASOCIADOS ECUATORIANOS

(A) ECUADOR ONLY, US\$22,500
(B) INDICATES ADHERENCE TO ALL SPECS, CONDITIONS, DEADLINE.
(C) QUALIFICATIONS: ENGINEERING CONSULTING FIRM WITH LIMITED EXPERIENCE OR EXPERTISE IN MARKET RESEARCH STUDIES. FEASIBILITY STUDIES HAVE RELATED MAINLY TO ENGINEERING CONTRACTS. FIRM CLAIMS TO HAVE THE CAPABILITY TO CONDUCT MARKET RESEARCH STUDIES AND DOES HAVE ECONOMIST ON STAFF.

5. ODIN, SERVICIOS DE INGENIERIA CIA. LTDA.

(A) ECUADOR, U.S.\$20,000
(B) PERU, U.S.\$38,000
(C) BOTH COUNTRIES, US\$55,000
(D) INDICATES ADHERENCE TO ALL SPECS, CONDITIONS, DEADLINE.
(E) QUALIFICATIONS: SMALL ENGINEERING CONSULTING FIRM WITH A STAFF OF THREE ECONOMISTS. PROJECTS UNDERTAKEN ARE MOSTLY IN ENGINEERING STUDIES WITH SOME LIMITED MARKET RESEARCH FOR CONSUMER ITEMS. PERUVIAN ASSOCIATE IS AN ECONOMIST.

6. PRATE PROMOCION Y ASESORIA TECNICA CIA. LTDA.

(A) ECUADOR, U.S.\$27,342
(B) PERU, U.S.\$22,658
(C) BOTH COUNTRIES, U.S.\$50,000
(D) INDICATES ADHERENCE TO ALL SPECS, CONDITIONS, DEADLINE.
(E) QUALIFICATIONS: WELL-KNOWN CONSULTING FIRM WITH EXPERIENCE IN MARKET RESEARCH FOR ALL TYPES OF INDUSTRIES, BANKS, INSURANCE COMPANIES, AND GOVERNMENT AGENCIES. HAS WORKED IN ASSOCIATION WITH STADLER-HURTER INC. OF CANADA AND HAS CONDUCTED MARKET RESEARCH FOR MITSUBISHI CORPORATION. COMPANY'S PERUVIAN ASSOCIATE IS CONSULTORES ANDINOS ASOCIADOS S..A.

7. POST EVALUATIONS AND RECOMMENDATIONS. ON BASIS OF PRICES QUOTED, RESUMES OF EXPERIENCE, AND REPUTATION, EMBASSY RECOMMENDS ARTHUR D. LITTLE AS FIRST CHOICE. SECOND CLOSE CHOICE IS PRATE PROMOCION Y ASESORIA.

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8. COMMENT: UNDER TERMS OF SPECS, BOTH ECUADOR AND PERU LOSE VALUABLE TIME IF TWO-COUNTRY CONTRACT AWARDED TO ONE COMPANY WHICH NEED NOT SUBMIT COMPLETED STUDIES IN LESS THAN 40 WEEKS. PRATE HAS OFFERED TO CONDUCT BOTH COUNTRY STUDIES SIMULTANEOUSLY AND SUBMIT FINAL RESULTS OF BOTH WITHIN 30 WEEKS. REQUEST THAT COMMERCE QUERY ARTHUR D. LITTLE IF CAN MEET DEADLINE. IF NOT, REQUEST THAT COMMERCE SELECT PRATE AND CHANGE SPECS ACCORDINGLY TO REFLECT 30-WEEK DEADLINE BOTH COUNTRIES. ARTHUR D. LITTLE REP IS WILFORD

H. WELCH, ACORN PARK, CAMBRIDGE, MA., TEL. (617) 864-5770.
BREWSTER

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